

Outreach and Engagement Committee
Paid Family and Medical Leave Insurance Authority

Friday, October 2, 2020, 9–10:30 am

Present Committee Members	Absent Committee Members	Guests/Additional Attendees
Molly Weston Williamson (Chair) Eva Bermudez Zimmerman Glendowlyn Thames	Adrienne Cochrane Sal Luciano Justin Zartman	Andrea Barton Reeves (CTPL) Andréa Comer (CTPL) Amber Forrest (CTPL)

- I. Welcome and call to order: Chairperson Molly Weston Williamson called the meeting to order at 9:06 am, took attendance, and confirmed a quorum.
- II. Approval of [the August 19, 2020 minutes](#): Chairperson Molly Weston Williamson asked the committee to motion to approve the meeting minutes. Eva Bermudez Zimmerman moved and Glendowlyn Thames seconded. Motion approved unanimously.
- III. Outreach and Engagement Step-back and Look Ahead: CTPL Chief of Staff Andréa Comer presented the outreach efforts to date, upcoming and in development. In addition, she presented analytics collected on website visits and social media. She walked the committee through the draft strategic outreach plan, including a proposed outreach cadence and targeted audiences.
- IV. Personnel Changes: CTPL CEO Andrea Barton Reeves informed the committee that the consulting contract with Brian Boyer, Acting Chief Marketing Officer, had ended. She also advised the committee that CTPL would be hiring a Senior Marketing Officer, and that in the interim, the Chief of Staff would be coordinating outreach and engagement activities.
- V. Old Business: None
- VI. New Business: None
- VII. Chairperson Molly Weston Williamson asked the committee to motion to adjourn. Glendowlyn Thames moved and Eva Bermudez-Zimmerman Seconded. The meeting adjourned at 9:34 am